1.   (Previously Presented) A method of transmitting multimedia from a network server information over a data network comprising the steps of:

detecting at least one system user logged into a network server through a connection established over the data network from a remotely located computer and identifying an IP address associated with the connection of the remotely located computer with the network server, and presenting one or more hypertext links which are selectable so as to view a selected multimedia presentation;

receiving through a screen display demographic information for the at least one system user;

using the IP address to access at least one database to retrieve demographic information stored therein associated with the at least one system user;

based on the selected hypertext link accessing the selected multimedia presentation in a computer memory and transmitting the selected multimedia presentation information from the network server over the connection to the remotely located computer;

detecting an inserted commercial break during the transmission of the multimedia presentation over the connection;

based on the demographic information associated with the at least one system user, accessing a commercial database and retrieving at least one commercial associated with the demographics for the at least one system user; and

transmitting the retrieved commercial to the at least one system user over the connection during the commercial break.

2.   (Previously Presented) The method of claim 1 further comprising the step of:

detecting a plurality of system users logged into the network server over the data network;

identifying each of the plurality of system users connected to the broadcast server and accessing the at least one database to to retrieve demographic information stored in first memory for each of the plurality of system users

broadcasting the multimedia information from the broadcast server over the data network

to the plurality of system users;

detecting a commercial break during broadcasting of the multimedia information;

retrieving from memory plurality of commercials, each of which is associated with the demographic information of one of the plurality system users;

during the commercial break, simultaneously broadcasting the plurality of commercials, wherein each of the commercials in the plurality of commercials is broadcast to a system user within the plurality of system users with the demographic information associated with the commercial.

3.   (Previously Presented) The method of claim 1 wherein the multimedia information comprises at least one of: a data stored in memory and a live program received from a remote source.

4.   (Previously Presented) The method of claim 1 further comprising the step of monitoring the at least one system user receiving the multimedia presentation and accumulating additional demographic information for the multimedia presentation.

5.   (Previously Presented) The method of claim 4 wherein the step of detecting a commercial break is performed for ad hoc commercial breaks.

6.   (Previously Presented) The method of claim 1 further comprising the step of identifying one or more appropriate commercials based on the time available during an identified commercial break.

Claim 7 (Cancelled)

8.   (Previously Presented) The method of claim 7 wherein the demographic information includes at least one of: age of the at least one system user, sex of the at least one system user, and geographic location of the at least one system user.

9.   (Previously Presented) The method of claim 1 further comprising the step of

querying the least one system user to provide the demographic information when the at least one system user logs onto the network server.

     10.   (Original) The method of claim 1 further including the step of presenting an interactive component in the broadcast of the at least one commercial whereby additional information may be retrieved from the memory based on the at least one system user's response to the interactive component.

     11.   (Previously Presented) The method of claim 1 wherein the step of identifying the at least one system user comprises at least one of: reading the I.P. address the at least one system user logged into the network server and receiving a login ID from the at least one system user upon logging into the network server.

     Claims 12-21 (Cancelled)

     22.   (Previously Presented) A network server configured for transmitting multimedia information over a data network comprising:

     a network interface in communication with a data network, said network interface configured to establish one or more connections with systems user connecting with the network server over the data network;

     a schedule database within which is stored one or more schedules for the multimedia information as well as one or more screen displays which are presentable and through which the one or more system users enter demographic information;

     a program source from which the multimedia information included listed in the one may be retrieved;

     a commercial database within which are stored commercials which are transmittable to the at least one system user, wherein each of the commercials is associated with one or types of the demographic information;

     a processor in electrical connection the network interface, the schedule database and the program source, wherein the processor is configured to retrieve the multimedia information selected from the one or more schedules, and to transmit the retrieved multimedia information to

the system user over the connection established by the system user through the network interface; and

said processor further configured to select one or more commercials associated with the entered demographic information and to transmit the selected commercial with the selected multimedia information.

23.   (Previously Presented) The network server of claim 22 wherein the program source comprises at least one of: a database containing the multimedia information as data files and an external broadcast source.

24.   (Previously Presented) The network server of claim 22 wherein the processor is further configured to transmit a plurality of multimedia information presentations simultaneously to different system users.

25.   (Previously Presented) The network server of claim 22 wherein the data network is the World Wide Web.